



City Council Work Session

Fairfax Boulevard Master Plan and Architectural Guidelines

December 12, 2006

Fairfax Boulevard Master Plan

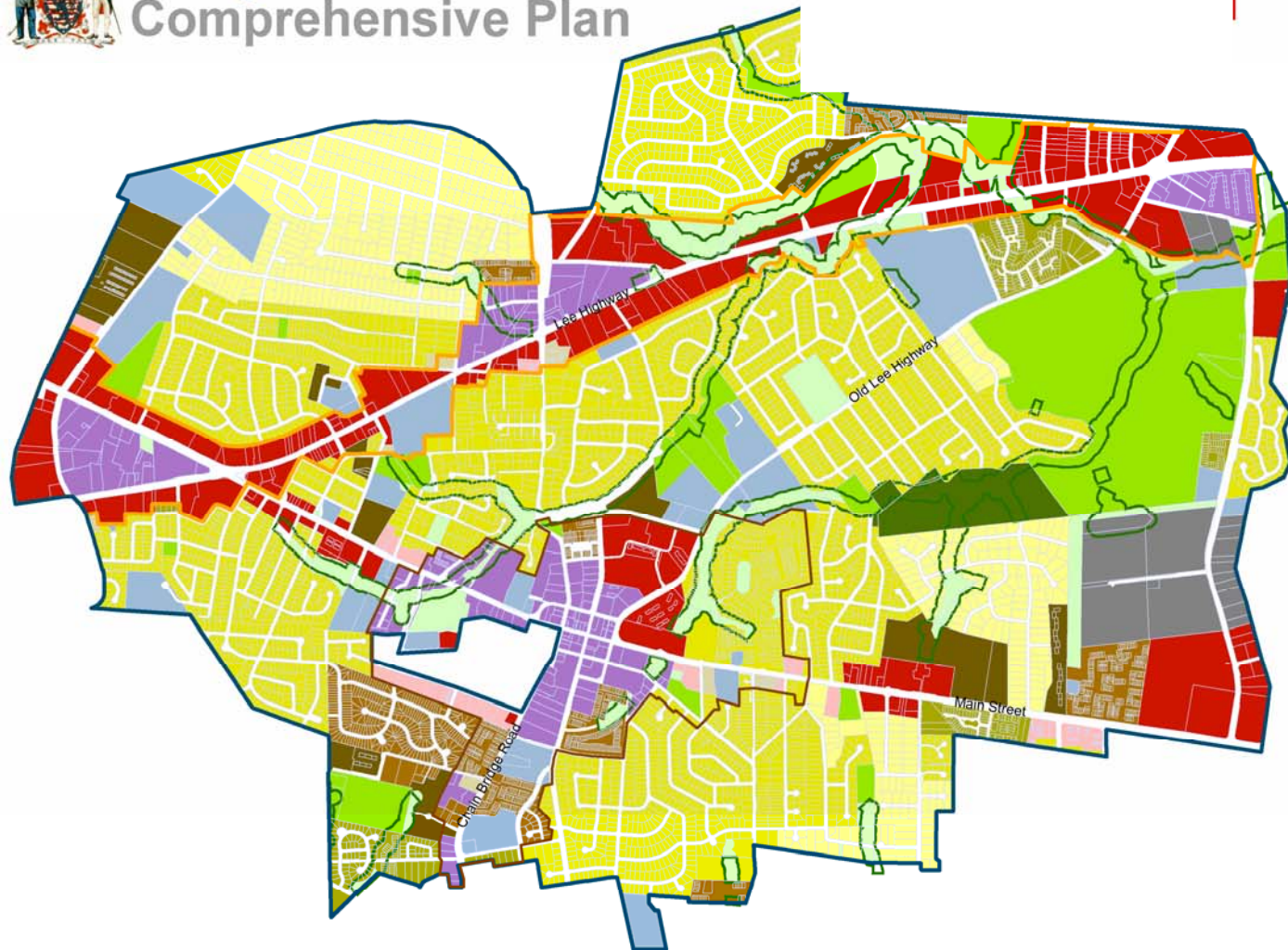
Origins of the need for the Master Plan

- City Council Goals for 2006-2008 Term
- Comprehensive Plan—2004
- Lee Highway Task Force Report—2003
- *Economic Study—2002*
- *Lee Highway Revitalization Study—1999*
- *Fairfax 2020 Commission Report—1992*

Fairfax Boulevard Master Plan

City Council Goals for 2006-2008 Term

“Finalize and implement current redevelopment and transportation projects...Lee Highway Corridor Master Plan under the leadership of the BID Directors”



RESIDENTIAL

- Residential - Very Low
2 or fewer dwelling units per acre
- Residential - Low
2.1 to 4 dwelling units per acre
- Residential - Low / Med
4.1 to 7.9 dwelling units per acre
- Residential - Medium
8 to 12 dwelling units per acre
- Residential - High
12.1 to 15 dwelling units per acre

BUSINESS

- Business - Commercial
- Business - Office Transition
- Business - Industrial

OPEN SPACE

- Open Space - Preservation
- Open Space - Recreation
- Open Space - Conservation
- Chesapeake Bay RPA

OTHER

- Transitional
- Institutional
- Mixed Use
- Planned Old Town Fairfax
- City Boundary
- Lee Highway Corridor Boundary



Department of
Community Development and Planning
July 20, 2004

- Create a Business Improvement District (BID)
- Prepare a Master Plan and Architectural Guidelines

Fairfax Boulevard Master Plan

Functions of the Master Plan and Guidelines

- Statement of the City's policy for redevelopment along the corridor;
- Plan of action for redevelopment; and
- Description of the City's vision for redevelopment of the corridor.

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Prerequisites for effectiveness:

- Plans must truly reflect community ideals;
- Plans must have the strong backing of the City overall and the business community; &
- Process must forge a consensus among City Council, the people of the City, the BID, and the City's Boards and Commissions.

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Consultant selection criteria:

- Design experience in successful projects;
- Economics & development experience;
- Highway corridor revitalization experience;
- Experience master planning successful places;
- Success in working with public officials.

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Consultant selection history:

- 15 teams of consultants respond to RFQ;
- 6 top teams interviewed, compare process/scope;
- Dover, Kohl and Partners chosen;
- Process and Scope of Services refined;
- Dover-Kohl fee to be \$365,500 + \$31,000 expenses.

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Process and Scope of Services:

- Review available information;
- Interview City officials, BID members, citizens and other stakeholders;
- Project “Kick-off” press conference;
- Hold a public “community Visioning” mtg;
- Analyze transportation, market and land uses;

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Charrette week:

- Design charrette event/prepare press releases;
- Facilitate the charrette event
- Prepare alternatives on-site over next 4 days;
- Review alternatives with steering committee;
- Present the “Work in Progress” at week’s end;
- Gather comments to refine/revise work;

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Prepare plans:

- Revise all work per CC & public comments;
- Create draft Master Plan report & guidelines;
- Present drafts and gather comments;
- Revise drafts per comments received;
- Present final Master Plan and guidelines;

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Prepare and transmit final work products:

- Illustrative Master Plan;
- Technical Plan (ROW improvements);
- Perspective Drawings;
- Design Guidelines;
- Diagrams;
- Master Plan Report; and
- 3-D computer model

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Recommendation *(for action in regular session)*:

Authorize the City Manager to sign a three-party contract with Dover, Kohl and Partners and the Fairfax Boulevard Business Improvement District, Inc. after any revisions found necessary by the City Attorney's office.